

# American Fruit Grower

AUGUST • 1952



THE SUPERMARKET MIRACLE

# B.F. Goodrich

tires save time all around the farm for the Pickens family

JOHN O. PICKENS farms 414 acres near Hoytville, Ohio. His fields of corn, beans, alfalfa and oats spread over Hancock, Putnam and Henry counties in the center of this rich northwest-Ohio agricultural area.

Here farming is a family affair. As soon as the three Pickens boys could see over the steering wheel, they learned to run a tractor—today help run all the farm equipment including 3 tractors, 2 corn pickers, a self-propelled combine, a 9-ton truck with special hydraulic lift partly designed by John Pickens, and 18 other implements.

To get the extra traction he needs in the heavy black soil on this farm, Pickens uses B. F. Goodrich Power-Curve tractor tires. "They pulled me out of a greasy alfalfa field without slipping," he commented, adding, "I notice these tires clean fine and give a really smooth ride over rough ground. The hard nose of each cleat stays firm and really bites in." That's why every turn of a Power-Curve tire counts—why you work faster and save fuel.

#### BFG tires have rounded profile

Tractor tires that have a flat profile tend to push the soil ahead. Penetration actually is restricted. But Power-Curve tires are built like a round-edge spade—with husky cleats rounded across the entire width of the tread. Result: Power-Curve tires take a clean, sharp bite into the soil, penetrate better and give full shoulder-to-shoulder traction in reverse or forward.



Dick Pickens gets advice on discing a field from his father. The tractor rolls on Power-Curve rears and "Easy Steer" front tires that "steer better than any tire I've used," says Mr. Pickens.

Tapered Power-Curve cleats dig deeper because they are higher in the center than those of the other leading makes. You get greater drawbar-pull and the extra rubber means Power-Curve tires wear longer. No wonder Mr. Pickens says, "Power-Curve tires give me better service than any tractor tires I've ever used. Save time."

John Pickens carries his preference for B. F. Goodrich to his truck tires. Recently his BFG tires pulled a 24-ton load from a field so soft the differential touched the soil. "Yet those tires didn't slip a bit," he reports.

#### "The end of my tire troubles"

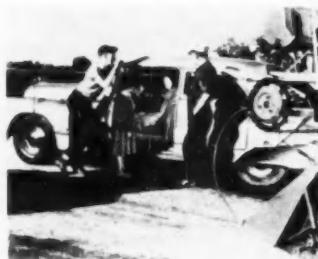
So says John Pickens about his B. F. Goodrich Tubeless Tires that seal punctures, protect against blowouts. New "Life-Saver" Tubeless Tires also defy skids. Thousands of tiny "grip-

blocks" stop you in as much as 20% less distance, give you as much as 40% more pulling power. Here's greater safety and comfort—and the "Life-Saver" outwears other passenger tires!

You, too, can enjoy the extra power and safety of B. F. Goodrich tires. Your BFG retailer will show you how to cut tire costs and get better service. Look for his name under Tires in the Yellow Pages of your telephone book. *The B. F. Goodrich Co., Akron, Ohio.*



Bob and Jack Pickens fill their tractor with gas at the start of the day. B. F. Goodrich Power-Curve tires have self-cleaning open-center tread.



Mildred Pickens gets ready to drive into Hoytville on B. F. Goodrich Tubeless Tires. Her husband says that they are "the best tires I've ever had".



Helping John Pickens load fertilizer on his truck are son Jack and daughter Marilyn. Mr. Pickens is an agent for two fertilizer companies.

AUGUST

VOL. 72

1952

No. 8

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Our cover shows stacked boxes of Boysenberries at the Alderman Farms near Medford, Ore., awaiting truckage to the canneries or retail markets of nearby Portland. Photo by Genevieve Morgan.

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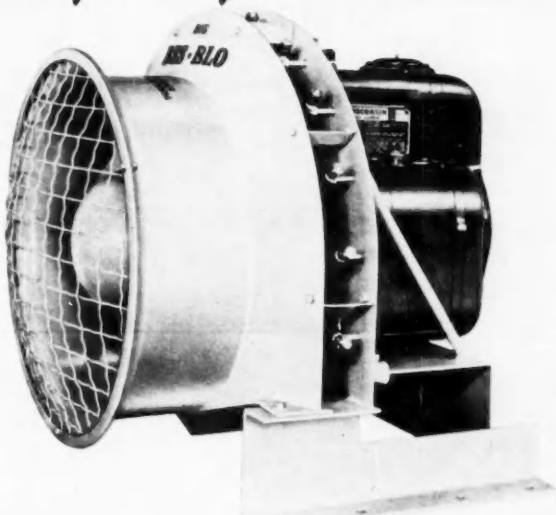
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## Home Canning Hints

by *Suzanne Ball*

Home canning is home saving! Whether you put up berries and vegetables from your own garden, or buy when produce is cheap and plentiful, you cut next winter's food bills way down. And here are a few ways to save even more.

### Lid with the Difference!

All closures are not alike. Ball DOME Lids are different because of the Dome, with its famous "Touch-Test" Seal. Just press to test. Dome down, jar sealed. So easy—so positive. Switch to Ball Dome Lids for premium protection of every precious jar.



### Watch Those Bands!

You can use new Dome Lids with old bands. But bent or damaged bands won't seal perfectly. Be safe. Get Ball 2-piece Dome Caps, with unique 3-point-pressure bands that seal firmly all around.



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# LETTERS TO THE EDITOR

### Skunks Like Mice

Dear Sir:

In your recent issue, I read the "Song of the Orchard Mouse." I have planted several hundred apple, peach, cherry, and apricot trees and never lost but one by mice. I let the skunks take care of them, which inspired the following verse:

I am the despised little striped skunk  
About your barns and orchards, I hunt.  
I will eat an egg or two, it is true,  
But this is not much for the good I do.  
"The farmer plants his little trees  
With loving care and on bended knees,"  
While the mouse sits back and sees  
Where he will nibble every tree.  
That mouse will sing a different tune  
If in your orchards, I may have room.  
I'll catch every mouse by night or day,  
Catch every one on top or under ground,  
If the bad boys and dogs don't chase me  
around.

Olathe, Ohio

W. M. Brown

varieties interesting when grown alongside the new importations.

New Haven, Mo.

Guy Trail

Reader Trail gives well-deserved credit to T. V. Munson who devoted his life's work to native American grapes. His skill in hybridizing and improving American varieties made possible the selection of American rootstocks for European varieties in overcoming the grape phylloxera which was threatening to wipe out the great vineyards of France. He was singularly honored with a diploma from the French government as well as the Legion of Honor.—Ed.

### Recommends Sweet Apples for Drying

Dear Editor:

My parents and grandparents were born and raised in Pennsylvania; and many, many times I helped dry apples for "snitz and knep." My grandfather had lots of small sweet apples, and we used to core them without peeling when we wanted them for drying.

He also obtained sweet apples for the cider he used for apple butter. He made peach, pear, and plum butter by boiling down sweet apple cider and combining with whatever fruit he desired. It was never necessary to use sugar as the cider was so sweet, and oh, how good it tasted.

From my experience, I think Delicious apples would be best for snitz if sweet apples are not available. We always wanted a tough apple that would not cook to pieces or be mushy when cooked.

Tonasket, Wash. Mrs. Bertha Allstot

### Two Points of View—Same Conclusion

Dear Editor:

Having been a producer and now a consumer of apples and other fruit, I look at the cull and marketing problems differently than I used to.

For years the fruit man has been breeding and cross breeding to produce big red apples that will ship well and keep forever. The same formula holds true for all fruit. Nice appearance, good shipper, and long keeper. Not one thought to the most important factor—taste and eating quality.

The average apples displayed on the counters in our cities today have skins like leather . . . a texture that is juiceless and fibrous. You can't even cook them. They are not good for applesauce, pie, or to eat out of the hand. So why buy them? Good spicy, juicy, tender, luscious eating apples never go begging for a consumer. There are a very few left.

Tucson, Ariz. Dr. W. H. Allen

Dear Editor:

The search for scab resistant apples, as reported in a recent issue by Eldon Banta, is a very worthy project and must require a lot of scientific patience in crossing varieties with resistant crab species. May I call your attention to something that probably every apple grower may already know though I have never seen it mentioned lately—that is the scab resistance of several New England varieties.

Hubbardston Nonsuch alternating with McIntosh has practically no scab while the

McIntosh are black with it. The latter mature no fruit but the Hubbardstones are loaded with clean apples. The same is true with the fine old variety, Westfield Seek-No-Further. Sutton Beauty has hardly a scab spot and Williams Favorite is always clean with no spraying.

I have a Williams tree close to a Cortland, the latter bearing hardly one decent apple. The question in my mind is why not popularize these old tried and true varieties as well as continue the search by crab crosses. The scientists will go a long way before they produce better kinds. I, for many years, sold my apples on the trees and found them liked by the public though I have never seen them on the markets.

No. Wilbraham, Mass. Henry Edson

#### Good Ideal

Dear Editor:

Just a suggestion: We all like to mail cards back home when we are traveling. Many tourists would mail small samples of fruit if they were conveniently packaged. For example, how about a suitable package for a single apple, a single pear, or just a few sweet cherries?

It would create a desire for more people to buy in volume the sample received in the mail.

Chicago, Ill. J. E. Edwards

#### Apples Are More Fragile Than Eggs

Dear Sir:

In the article on bruising apples, you state that, "Eggs are more easily broken than apples are bruised." I would say that that is not so. Several years ago, when I was a county agent, I set up a fair exhibit to demonstrate good egg shells. We mounted an egg on end in a rubber cup and above it a 16-pound sledge hammer lifted about one-half inch by a motor driven cam. The cam let the hammer drop very suddenly. Result: no damage to the egg, even though visitors in white dresses gave it a wide berth. I am sure that a McIntosh apple would not stand that without bruising, and I doubt if a Baldwin or a Spy would take it, either.

I teach all my pickers and graders that apples will bruise easier than an egg will crack. I have them hold an apple near their ear and press on it with their thumb until the cells pop. It takes very little pressure to cause a bruise.

Henniker, N. H. Roger C. Coombs

#### Red Rich Strawberry

Dear Sir:

I found the article, "Judson's Red Rich Strawberry," most interesting and informative as I am testing everbearing strawberries to find one that will do well this far south and will give a fall crop. I have heard quite a bit about the new Red Rich everbearer so have decided to try it.

I am testing the Streamliner everbearer this year and am now getting a fine spring crop of good-size berries and find them far sweeter than the June bearers that I have been growing for years.

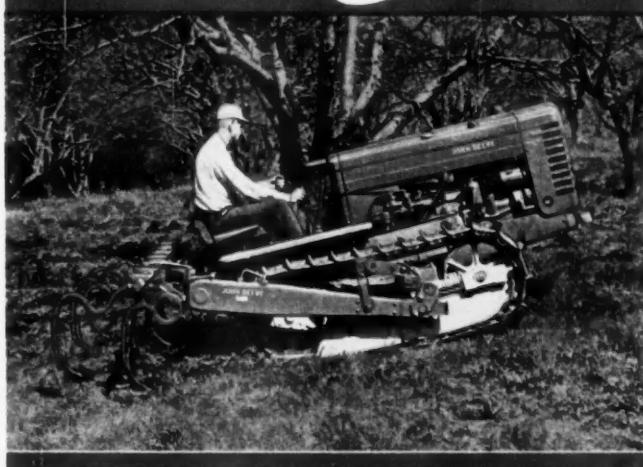
Dallas, Texas Arthur C. Vener

#### Old Time Varieties

Dear Editor:

I would like to locate the old, late-keeping apple varieties French Pippin, Stuart Golden, Kittagasee, Little Red Romanite, and Oldmixon cling peach. Does anyone know a source of budwood of any of these? Oxford, W. Va. Harvey Shepler

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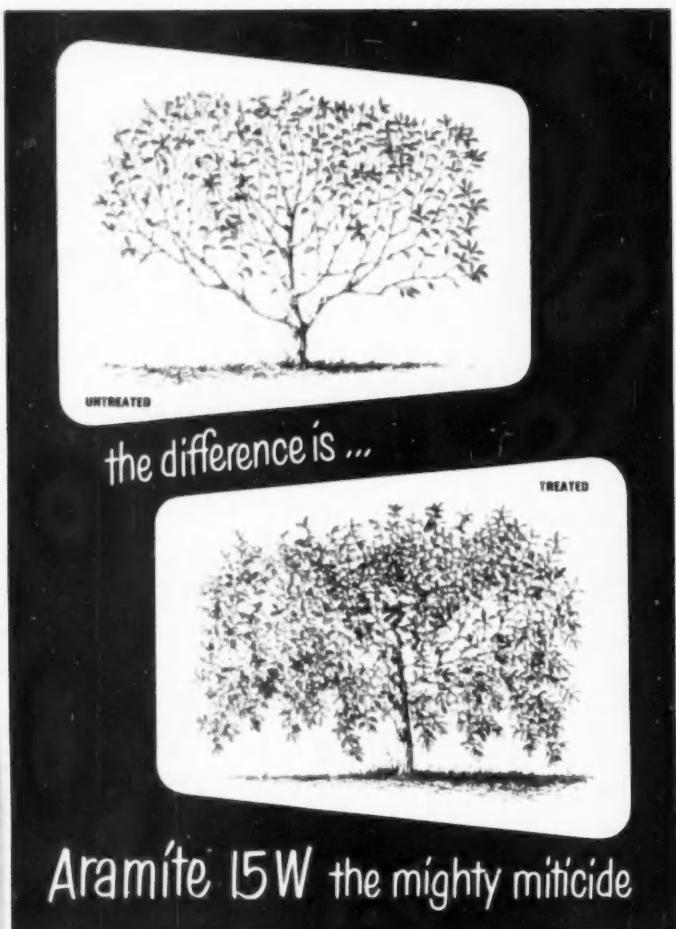
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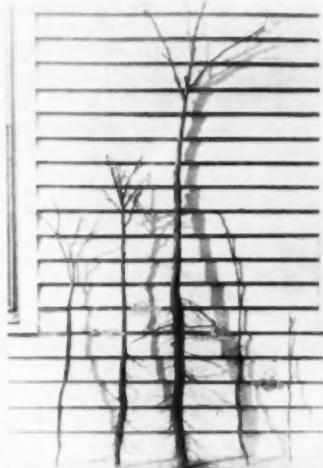
Consult your local experiment station for recommended dosages, spray schedules and customary safety measures.



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Three-year-old seedling pecan trees which were grown in similar soil with similar spacing and cultivation. Trees propagated on the weaker seedlings probably would lack the vitality of trees grafted on the larger, stronger stocks.

### A Planting Experiment

**A**BOUT 42 years ago, near Arlington, Tex., grafted pecan trees were transplanted which had three-to-four-foot tops on three-year roots.

On the same day, five to seven pecan nuts harvested from a large, vigorous, native seedling tree were planted in hills midway between the two rows of grafted trees.

The first year the strongest seedlings grew to over twice the size of the weakest one in each hill or group. The weaker seedlings were eliminated and the strong seedlings bud-grafted the third summer.

During the first six years it seemed that some advantage was gained by transplanting the nursery-grown trees. However, at the end of 10 years the trees budded on the seedlings had grown at least one-fourth larger.

After 18 years the selected seedlings with budded tops were fully 50 per cent greater in trunk diameter and much superior in vigor and productive capacity.

So far as could be determined, the conditions governing the development of the trees were practically the same except for the inherent vitality of the seedlings selected by elimination.

Our experiment suggests that under average forest conditions the weaker seedlings perish early. Only the more vigorous survive and remain to vindicate the natural law—the survival of the fittest—which is selection by elimination. —Charles F. Ward

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**... says  
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farmer**

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"My truck has plenty of power wherever I use it. I never have any trouble because of all that power in my Dodge . . . and that's why I'm always surprised at how easy that truck is on gas."

"The Dodge seems to have everything a farmer needs and wants in a dependable truck that keeps costs down. I don't think you can find a truck better fitted for farm work."

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**DODGE "Job-Rated" TRUCKS**

AMERICAN FRUIT GROWER



Prepackaging stimulates sales by making it easy for the consumer to buy.

## *The SUPERMARKET MIRACLE* Fruit's Biggest Buyer

**Growers must help housewives save time in shopping for fruits and vegetables. The faster she buys the greater her purchases. Convenience and time saving are the basis of the marketing revolution now sweeping the country**

By MAX E. BRUNK

**S**UPERMARKETING, an American innovation, has revolutionized food distribution. But few people fully appreciate the tremendous impact this type of merchandising has had on the sale of fruit. There is little question that the success of supermarkets has been built on the principle of making it easy for people to buy the kinds and varieties of food they want. Convenience of purchase and suggestive mass displays have been substituted for personal salesmanship.

Some of the effects of the supermarket on the foods people buy can be observed by any person who will take the time to watch customers go about their shopping. That person will observe people milling about among 2,000 different items, occasionally stopping to give close examination to some particular product which shoppers never would have considered a decade ago. At that time large groceries stocked no more than

600 items. He will see few people with shopping lists in their hands and will thereby understand the importance of quality and display.

The real observant will note that the sales of many items occur in clusters. It will be realized that the purchases of one shopper are suggestive to others and that this psychology of the market has had a tremendous effect on the American diet by broadening the food habits of people. Because most people can spend their dollars only once this change has placed fruit in a greater competitive environment than ever before.

Even in the old service-type store it was not uncommon for shoppers to pick out their fresh fruit and vegetables. The advent of the supermarket improved the merchandising of other products more than it did of fresh fruits and vegetables. In the modern supermarket practically every item in the store can be purchased without clerical assistance, but unfortunately this is not true of many produce items

which require weighing, counting, or bagging.

The fruit grower has a very definite financial interest in the way his product is sold in these stores. The market cannot absorb any more of his product than that which moves into consumption, and the quantity so moved depends on a multitude of retail store merchandising practices over which the grower has little control.

How does the retailer decide where to display a given fruit? How does he decide his pricing unit? Which products does he package for self-service? How does he determine the kind of packaging material to use? Right or wrong, he must make these and many other decisions.

The retailer will tell you that these decisions are based on experience. Experience is a wonderful term for it implies quantitative evaluation while it actually means little more than custom and habit.

*(Continued on page 20)*

MAX E. BRUNK is professor of marketing at Cornell University, Ithaca, N.Y.

AUGUST, 1952

# Fruit's New MARKETING OPPORTUNITY

Can the fruit grower  
meet the challenge of  
the modern supermarket?

By R. T. MEISTER

**W**E ARE in an age of change. All around us sweeping changes are taking place. Tastes change, varieties change, ideas change, competition and methods of marketing change. The motel, the automat, the cafeteria, and the supermarket are all evidences of advances in marketing technique.

In the field of food selling, the supermarket challenges other methods of marketing. Last year over 1,100 new supermarkets were built, each capable of serving 7,300 customers a week. In 72.5 per cent of these stores the fresh fruit and vegetable counters are on a self-service basis and even meats are self-serviced in 54.9 per cent.

In addition to foods over 90 per cent of the supermarkets have self-service in drugs and cosmetics, wines and beverages, magazines, housewares, stationery, toys, hardware, and sundries. The supermarket is the modern version of the old-fashioned general store, but in a far more dramatic and dynamic fashion.

A typical example of applying supermarket technique in selling apples is the experience of an Ohio grower. Sam Patterson of Chesterland, Ohio, has many apples to sell. His fine orchard produces some of the best fruit in Ohio. He has a cold storage and a speedy motor truck for regular deliveries. He can store, he can package, he can deliver. So Patterson approached Joe Heinan, who owns a chain of supermarkets in Cleveland, and showed him a five-pound package of apples packed in transparent bags and offered to deliver a sufficient quantity twice a week, picking up any unsold and stale apples. Joe Heinan was quick to realize that his customers would be supplied with good apples conveniently packaged and in the best of condition. Sam Patterson succeeded in this way in establishing a profitable supermarket outlet.

Experiences similar to Sam Patterson's can be duplicated in hun-

dreds of fruit growing areas. Last winter, Michigan growers packed fruit in transparent bags for delivery to 148 Kroger stores in the Detroit area. A careful test of sales over a two-week period was arranged and demonstrated conclusively that fruit packed in four- and five-pound Snap-Sacks sold at a rate of two and one-half times the quantity previously distributed by these stores.

Max Brunk, marketing researcher of Cornell University, has arrived at some significant conclusions as a result of an intensive study of apple marketing. He has shown that apples sell better when packed in bags and sell best when both bulk and bagged fruits are displayed on the same counter. He was able to nearly double the quantity of apples sold. Max Brunk's work might well mark the long sought for turning point in arresting the declining consumption of apples.

Steps in bagging apples: Right—Using a bag chute. Below—Weighing the bagged apples. Below, right—Packaged fruit makes an attractive retail display.



Example of window carton—the Paige Pack—used by Jersey Fruit Co-op Assn., Inc.





For growers far from population centers, the problem of fitting into the changing marketing picture is more difficult. The wholesaler and the retailer are not interested in putting up fruit in bags or cartons. They do not have the facilities, space, time, or the inclination. The responsibility for prepackaging has been placed on the shoulders of the grower.

A study on prepackaging apples in the Northwest has shown that it is feasible to prepackage high-quality apples at the point of shipment, providing additional expense for packaging material is kept to a minimum. A one-piece slotted carton for carrying the prepack-

(Continued on page 25)



A family of four consumes two and one-half pounds of food a year, most of it attractively packaged in consumer units.

## HOW TO INCREASE APPLE SALES

If you were to observe closely the actions of 180,000 different consumers when purchasing apples and found that under a certain set of conditions they purchased nearly double the usual amount, you would think that you had discovered something of inestimable importance. That is what has happened to Max Brunk, professor of marketing at Cornell University.

Four years of work and 180,000 observations have convinced him that the best way to sell apples is to display fruit both in bags and bulk on the same counter. Here is his "box score" of results:

EFFECT OF VARIOUS MERCHANTISING  
PRACTICES ON POUNDS OF MCINTOSH  
APPLES SOLD PER 100 CUSTOMERS,  
SEPTEMBER-DECEMBER, 1950

Merchandising Practice	Pounds Sold per 100 Above Customers	Per Cent Standard
Standard display*	20	0
<b>Modifications of standard display</b>		
'Standard plus variety and use marking	20	0
Standard plus window streamers	20	0
Standard doubled in size	21	5
Standard with window display of apples	25	25
<b>Bulk only</b>		
Priced in two-pound units	11	—45
Priced in four-pound units	13	—35
<b>Package only</b>		
Four-pound Cellophane bags	18	—10
<b>Size of package</b>		
Two-pound Cellophane bags and bulk	13	—35
Six-pound open baskets	21	5
Four-pound Polyethylene bags and bulk	23	15
Six-pound Polyethylene bags and bulk	28	40
<b>Quality and price</b>		
Standard display of 2½-inch minimum apples priced 35 per cent under 2½-inch minimum	17	—15
Standard display of bruise-free apples	24	20
Standard display priced 35 per cent lower	29	45
Standard display of very highly colored apples	33	65

\*Consisted of combination four-pound Cellophane bags and bulk fruit.

Sales of apples in combination bulk and bagged display have been tested by many stores and growers during the past season. On this subject, Dr. Brunk says, "We do know that some of our larger growers have not been able to supply the retail demand for their product," and, "Grocers on the West Coast, in the Southeast, and in New York City also report successful application."

Max Brunk and his co-workers have given growers a tested and proven way to increase sales, but it will take effort, time, and money to change the habits of many retailers who are content with old-fashioned bulk selling methods. Now is the time for growers to get together to improve the way apples are sold.



# FREEZE FOR PROFIT

By HELEN V. and ELDON S. BANTA

THE POTENTIAL demand for fruits for freezing as a result of the terrific increase in the sale of home freezing units is a challenge the aggressive grower must recognize. Home freezing of fruits is gaining in popularity because freezing preserves the flavor, texture, and color most nearly like the product fresh from the orchard. The extent to which it will gain depends in large measure upon the ingenuity of the grower.

Monthly national sales of home freezers are running up to 70,000 units. At present there are about four million food freezers in American homes. It is safe to assume that a certain amount of space is allotted in each one for the preservation of fruits and fruit products. By 1957 some authorities estimate that 50 per cent of all our food will be prepared by quick freezing.

How much fruit goes into home food freezers each year? It is anybody's guess but we would say at least 400 million pounds of fruit are frozen in American homes each year. This does not include what is frozen commercially.

Educating consumers on the necessity of using varieties which are known to freeze well and which are of excellent quality and at the proper stage of ripeness is one way of making sure that the demand for fruits for freezing purposes does not slacken but, rather, increases. Visual

education in the form of your own quality frozen products, from your own home or storage freezer, will go far in convincing Mrs. Consumer that only high quality fruits will make a desirable and appealing frozen product.

The NE-RU-BAR Orchard in Albion, Mich., has a novel way of handling their quality frozen red cherries. From the food freezer in their salesroom a customer can buy a two-pound package of frozen red cherries or a 30-pound tin which he can re-package in small units at home for his own freezer. Frozen cherry sales are increasing to such extent that H. T. Nelson, manager of the orchard, is planning to install a machine to pit cherries not only for the salesroom freezer but for customers who want the fresh fruit to freeze in their own units.

In the home food freezer lies one

of the best sales promotion assistants the fruit grower can find anywhere—provided you keep yourself and your customers informed on the various phases of freezing fruits. Who, after all, is in a better position to offer advice and helpful information to users of fruit than the grower himself. You are an authority. Make it known to your customers.

The five pointers and "tailoring" tricks on the facing page and the chart on the two pages which immediately follow furnish pertinent information on the preparation of fruits for freezing. Here is information which will help you prepare and sell your own frozen fruits and fruit products to best advantage. Here also are real sales helps to help you push more of your prime, orchard fresh fruits into freezer cabinets in your customers' homes.



Quality fresh fruit of a desirable variety makes a quality frozen product and when properly and attractively packaged in suitable containers has wide sales appeal.

Strawberries are one of the most popular fruits for freezing and a number of varieties are adapted to this purpose.

## FIVE FREEZING POINTERS

### 1 Select fruit carefully.

The variety must be one that is well adapted to freezing. Fruit for freezing must be of excellent quality and at prime stage of ripeness. It is as important for you to freeze the right varieties as it is for you to help your customer make the proper selection of fruits for freezing. Explain to Mrs. Consumer why it is so essential to use the proper variety to insure getting a quality frozen product. Sell customers only the best you have for freezing. Ask them to use off grades for other purposes.

### 2 Use proper packaging material.

The best materials are moisture-, vapor-, and odor-proof. A penny saved on package material may cause you to lose a pound of food. This is a good sales point. Some packages make more efficient use of freezer space: 40 flat pint packages or 27 round jars can be stored in

one cubic foot of space. Among the better packaging materials are plastic, metal, and glass containers; aluminum foil boxes and boxes with Polyethylene, waxed, or Cellophane liners. Attractive packaging will increase the sales appeal of your frozen product.

### 3 Handle and freeze fruit quickly.

The time between picking and putting the packaged fruit in the freezer is critical. Prepare small quantities at a time. After washing, most fruits can be sliced or placed directly in the freezer carton. As soon as a package is finished place it in the refrigerator to keep cool until such time as you can put it in the freezer. Better yet, put each package of fruit in the freezer as you seal it. This is the way to store flavor. A good rule to follow is to freeze only one-tenth the capacity of your freezer at a time. For quickest freezing, place filled containers in

freezing section, or on metal shelf, or next to walls of your freezer.

### 4 Prevent discoloration of fruit.

Seal packages tightly. Containers that do not have a tight lid should be sealed air tight with freezer tape. Use ascorbic acid (vitamin C) on such fruits as peaches, pears, and apples to prevent browning. A non-browning variety of peach as Redhaven does not need this. Make sure the sugar or sirup completely covers the fruit in the package so air will be excluded. Do not let peeled fruit stand exposed; air brings about oxidation and discoloration.

### 5 Serve frozen fruits to best advantage.

This is the key to the whole process and is a point you will want to stress in selling your frozen fruits and in selling fruits for freezing. A perfect package of frozen fruit can be spoiled for looks and taste if it is not handled properly after taking from the freezer. Frozen fruits should be thawed in the package to retain flavor and color. For dessert, fruits are thawed only partially before serving. Collect and maintain a file of recipes for the use of frozen fruits. New ones are coming out constantly which add variety to meal planning. A good sales stunt is to include a set of recipes with each purchase of fruit; women love recipes. You will find that if you are a source of information as well as fruit, you will sell much more fruit.

The chart for freezing fruits on the following two pages contains information on varieties which freeze well, directions for preparation of fruits for the freezer, and other pertinent instructions for successful freezing of fruits.

# FREEZING CHART

Fruit	Suitable Varieties*	Measure	Yield in Freezer Cartons	Directions for Preparation for Freezer	Uses of Frozen Product
APPLES	Grimes Golden Jonathan Stayman Gravenstein Baldwin Northern Spy Golden Delicious Rome Beauty Cortland McIntosh	1 bushel	18-24 quarts apple slices	<i>Syrup pack</i> —Use cold 40% syrup plus $\frac{1}{2}$ teaspoon ascorbic acid to each quart of syrup. Slice apples directly into cold syrup (start with $\frac{1}{2}$ cup), then add enough syrup to cover.  <i>Sugar pack</i> —Slice into a solution of 2 tablespoons of salt to a quart of water. Hold in this solution only 15 to 20 minutes. Drain. Place slices in a single layer in steamer and steam $1\frac{1}{2}$ to 2 minutes. Cool in cold water, drain. Over each quart of apple slices sprinkle evenly $\frac{1}{2}$ cup sugar, if desired, and stir.	Pies Upside-down cakes Apple dumplings Applesauce
APRICOTS	Tilton Royal Blenheim Moorpark	1 crate (22 lbs.)	12-14 quarts	<i>Syrup pack</i> —Preferred for fruit to be served uncooked. If apricots are not peeled, heat $\frac{1}{2}$ minute in boiling water to keep skins tender during freezing. Use 40% cold syrup plus $\frac{1}{4}$ teaspoon ascorbic acid to each quart of syrup. Pack directly into container.	Pies Upside-down cakes Fruit salads Fruit cups Desserts
BLACKBERRIES	Eldorado	1 crate	20-25 quarts	Cold 40% to 50% syrup, or $\frac{3}{4}$ cup sugar to each quart of fruit.	Fruit salads
DEWBERRIES	Alfred Boysenberries Youngberries	(24 lbs.)			Pies and tarts Fresh preserves
BLUEBERRIES	Stanley Pioneer Dixi Jersey Atlantic Berkeley Coville	1 crate (24 pts.)	24 pints	Freeze unsweetened or in 40% syrup.	Tarts and pies Muffins Salad combinations
CHERRIES (sour)	Montmorency English Morello	1 bushel	18-20 quarts	Cold 60% to 65% syrup for table service. Three-fourths cup sugar to each quart of cherries for pies.	Pies Upside-down cakes
CHERRIES (sweet)	Schmidt Windsor Bing Lambert	1 bushel	18-20 quarts	Prepare quickly to avoid color changes. Cold 40% syrup, or without sugar for delicious eating out of hand.	Fruit salads Fruit cups
CRANBERRIES	Early Black Hawes	1 box (25 lbs.)	25 pints	Pack with or without sugar, or cover with cold 50% syrup.	Cranberry sauce Cranberry nut bread Cranberry salads Preserves
CURRENTS	Red Lake	2 quarts	3-4 pints	Pack unsweetened or in cold 50% syrup or use $\frac{3}{4}$ cup sugar to each quart of fruit.	Preserves
GOOSEBERRIES	All varieties	4 quarts	7 pints	Freeze without sweetening or use cold 50% syrup.	Fresh preserves
GRAPEFRUIT	All varieties	1 crate	40% of weight	Remove all membranes and seeds. Pack in cold 40% syrup made with excess juice and water. Add $\frac{1}{2}$ teaspoon ascorbic acid to a quart of syrup.  <i>Juice only</i> —Squeeze and sweeten each quart with 2 tablespoons sugar, or leave unsweetened.	Desserts Salads



# FOR FRUITS

Fruit	Suitable Varieties*	Measure	Yield in Freezer Cartons	Directions for Preparation for Freezer	Uses of Frozen Product
<b>NECTARINES</b>	All varieties	Lug (25 lbs.)	15-18 quarts	Pack in cold 40% sirup plus $\frac{1}{2}$ teaspoon ascorbic acid per quart of sirup.	Desserts Salads
<b>ORANGES</b>	Valencia Temple	1 crate	40% of weight	Same as grapefruit	Same as grapefruit
<b>PEACHES</b>	Redhaven Halehaven J. H. Hale Golden Jubilee Shipper's Late Red Belle of Georgia (white) Triogem Sunhigh Elberta	1 bushel (48 lbs.) 1-1 $\frac{1}{2}$ pounds	18-24 quarts 1 pint	Cold 40% sirup plus $\frac{1}{2}$ teaspoon ascorbic acid per quart of syrup. Cut peaches directly into $\frac{1}{2}$ cup cold sirup then add enough to cover.  <i>Sugar pack</i> —To each quart of fruit add $\frac{1}{2}$ cup sugar and mix well. Sprinkle ascorbic acid dissolved in water over peaches to retard darkening ( $\frac{1}{4}$ teaspoon to $\frac{1}{4}$ cup cold water.)	Fruit desserts Fruit salads Pies Upside-down cakes Fresh preserves
<b>PEARS</b>	Bartlett Buerre Bosc	1 bushel (50 lbs.) 1-1 $\frac{1}{2}$ pounds	20-25 quarts 1 quart	Prepare pears and heat in boiling 40% sirup for 1 to 2 minutes, depending on size of pieces. Drain and cool in refrigerator. Pack in cold 40% sirup plus $\frac{1}{2}$ teaspoon ascorbic acid per quart of sirup.	Desserts Salads
<b>PLUMS and PRUNES</b>	Italian Prune Stanley Imperial Epineuse Damson Yellow Egg Reine Claude	1 bushel (56 lbs.) 1 crate (20 lbs.) 1-1 $\frac{1}{2}$ pounds	20-25 quarts 7-10 quarts 1 pint	Pack unsweetened, or 40% to 50% sirup plus $\frac{1}{2}$ teaspoon ascorbic acid to a quart of sirup.	Pies Desserts Salads
<b>RASPBERRIES (black)</b>	Logan Cumberland Morrison Bristol	1 crate (24 pts.)	24 pints	<i>Sugar pack</i> — $\frac{1}{4}$ cup sugar per quart of fruit.  <i>Sirup pack</i> —Cover with 40% cold sirup. (Less seedy product than with sugar.)	Pies Desserts Dessert garnishes or toppings Fresh preserves
<b>RASPBERRIES (red)</b>	Taylor Cuthbert Milton Chief Latham	1 crate (24 pts.)	24 pints	They can be packed unsweetened.	Same as black raspberries
<b>RASPBERRIES (purple)</b>	Sodus Marion Columbian	1 crate (24 pts.)	24 pints	Same as black raspberries.	Same as black raspberries
<b>STRAWBERRIES (everbearing)</b>	Blakemore Fairland Sparkle Temple Midland Premier Marshall Catskill Robinson Red Rich Gem	1 crate (24 qts.)	15-19 quarts	<i>Sugar pack is preferred</i> — $\frac{1}{4}$ cup sugar per quart of fruit.  <i>Sirup pack</i> —Cover with cold 50% sirup.  <i>Unsweetened pack</i> —Whole berries with stems may be frozen and used as garnish.	Fruit pies Chiffon pies Shortcakes Ice cream flavoring and topping Desserts Fresh preserves Garnishes

## \*SUITABLE VARIETIES

Varieties suitable for freezing will vary with the area as well as the climate. There should be one in the list suitable for you wherever you live.

## SIRUPS USED IN FREEZING FRUITS

Type of Sirup	Sugar, Cups	Water, Cups	Yield of Sirup, Cups
30%	2	4	5
35%	2 $\frac{1}{2}$	4	5 $\frac{1}{2}$
40%	3	4	5 $\frac{1}{2}$
50%	4 $\frac{1}{2}$	4	6 $\frac{1}{2}$
60%	7	4	7 $\frac{1}{2}$
65%	8 $\frac{1}{2}$	4	8 $\frac{1}{2}$

# State



# NEWS

## • Record Florida Citrus Crop Nets Growers a Profit • Peaches Prove Hardy to Low Temperatures (Last Winter's!)

**FLORIDA**—The record citrus crop this season returned to growers prices which averaged 72 cents a box on the tree for oranges, 50 cents a box for grapefruit, and \$1.26 for a standard box of tangerines, reports the Florida Citrus Mutual. While these prices were less than the growers received last year, they represent a net average profit to the grower of 22 cents a box on oranges, 16 cents a box on grapefruit, and 18 cents a box on tangerines.

Mutual estimates growers received \$75 million from their citrus crops—\$50 million of this on-the-tree return from oranges, \$17 million from grapefruit, and \$5 million from tangerines.

To July 1 about 78 million boxes of oranges were utilized compared with 66 million to the same time last year, according to the USDA. About three-fifths of these were processed in both seasons but a larger percentage was used for frozen concentrate this year.

Perry Murray, former speaker of the Florida House of Representatives, is the new president of Florida Citrus Mutual. A. V. Saarman, general manager of Mutual for the past two years, is retiring September 1 and will be succeeded by Robert W. Rutledge, now serving as assistant manager.

**WASHINGTON**—J. Walter Hebert has resigned as general manager of the Yakima Fruit Growers Association. A graduate of Stanford University Law School, Mr. Hebert went to work for the Big Y 40 years ago. During these many years of service in one of the country's biggest co-ops, Mr. Hebert played an important part in the development of the fruit industry in the Pacific Northwest. An active participant in fruit grower meetings, he is known to growers throughout the U. S. Mr. Hebert will continue with the co-op in an advisory capacity for several months.

**CALIFORNIA**—About 76,350 tons of the 1952 cling peach crop were eliminated from production to make available to canners and processors a reasonable tonnage to satisfy 1952 cannery demands. Growers who thinned 15 per cent of their tonnage received certificates of elimination which entitle them to deliver peaches to processors. The elimination was made possible by the marketing order for canning and freezing cling peaches. Before making its recommendation to the state director of agriculture the Cling Peach Advisory Board estimated the crop, reviewed the prospective market demand and the possible effect of the competition of other fruits, and concluded that if 15 per cent of the tonnage was not eliminated a serious surplus would result.

James Andrew Irving, president of both

the Placerville Fruit Growers Association and the California Fruit Exchange, died at Placerville on July 3 at the age of 75. Mr. Irving had served as president of the Placerville association since 1915 with the exception of one term and of the exchange since 1941. Bartlett pears, with some plantings of plums, apples, and peaches, make up the El Toyon orchard which he owned. Mr. Irving's father, the late J. G. Irving, also an orchardist, was one of the signers of the articles of incorporation and a charter member of the California Fruit Exchange.

**NEW HAMPSHIRE**—With high temperatures breaking records in many sections of the country during June and July, last winter's below-zero recordings seem almost like a dream. Nevertheless, last winter was a good test year for determining the hardiness of several varie-

ties of peaches at the experimental farm in Durham. A drop in temperature to 12° below zero on December 17 killed practically all blossom buds on Elberta and Redhaven. Oriole showed very little injury, Cumberland came through with enough live buds for a full crop, and Carman had a few live buds in the tops of the trees.

A group of seedlings, resulting from North Caucasus introduction and some of our more hardy varieties show promise of being able to withstand low winter temperatures better than our present hardy varieties. These seedlings are all yellow peaches and some have fair quality.—E. J. Rasmussen, Ext. Hort., Durham.

**PENNSYLVANIA**—On the eve of his retirement, Dr. Warren B. Mack, head of Pennsylvania State College department of horticulture since 1937, died on July

## FRUIT PEST HANDBOOK

(FIFTEENTH OF A SERIES)

### ANTHRACNOSE OF BRAMBLES

**A**NTHRACNOSE is one of the most damaging fungus diseases of blackberries, dewberries, and raspberries. It perhaps is native to this country, although not mentioned in literature until 1882. A report dated 1888 stated that the disease was widespread and destructive.

All parts of bramble plants growing above ground may be damaged. The appearance of the disease varies, depending on the host variety and species. Anthracnose is best known on the canes of black raspberries where it appears as large, conspicuous, buff to gray, slightly sunken, circular to oval scars, or lesions, each surrounded by a purplish band.

On blackberry and dewberry canes, the lesions are less noticeable, and on canes of red raspberries they may be absent. Cane infections on the latter usually show as superficial grey areas, which, when numerous, unite and give the entire cane a grey appearance. The disease is then known by some growers as "grey bark."

Many small lesions on fruiting laterals and stems often girdle them and cause the berries to dry up. On leaves of infected blackberries, dewberries, and raspberries, small greyish spots about the size of pinheads are frequently

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**Below**—Anthracnose scars, or lesions, on black raspberry cane. **Right**—Two upper dewberry fruits show effect of anthracnose in contrast with normal berry.

USDA Photographs



AMERICAN FRUIT GROWER

6. Completing nearly 30 years of service to the college, Dr. Mack was to retire on August 31. Prior to his appointment to Penn State faculty in 1923, Dr. Mack served as an instructor in pomology at Massachusetts State College.

**NEW JERSEY**—Recent large-scale installations of hydrocooling equipment in fruit packing houses in various sections of the country recall to mind a point made by Food Machinery Corporation's research manager during the joint meeting of the New Jersey State Horticultural Society and the Vegetable Growers Association. Dr. R. D. Gerwe, Lakeland, Fla., stated that a peach picked at 76° takes only about 5 minutes to cool to 45° with the hydrocooling method. Proper hydrocooling makes it possible to pick peaches and other soft fruits at a riper stage for shipment to distant markets.

During the same joint meeting, Dr. G. A. Johannessen, Cornell University, Ithaca, N. Y., in pointing out that precooling of vegetables is a worthwhile practice, stated that precooled produce does not spoil as quickly, does not dry out as quickly, and does not braise down



Deep in conversation about the 1952 apple crop (or was it fishing!) during the recent National Apple Institute meeting in Yakima, Wash., were E. Blackburn Moore (left), Berryville, Va., who was re-elected president of NAI, and Lloyd L. Sterling, Wenatchee, Wash., new NAI vice president.

as quickly on the grocery shelf as does produce that has not been precooled. According to this authority, oxidation processes within a vegetable (or fruit) double for every 18-degree rise in temperature. These processes must be kept as low as possible if produce is to reach the consumer in good condition.—Eldon S. Banta.

**SOUTH CAROLINA**—A well organized national promotion program, sponsored jointly by the Spartanburg Chamber of Commerce and some 20 grower, marketing, and supplier groups, has been launched to move the state's multi-million dollar fresh peach crop. Newspapers, radio, and television stations and other media are being used to point up the availability of fresh peaches on the markets. Local and state agricultural agencies, including the South Carolina Agricultural Marketing Commission, are co-operating in the peach program.

**MICHIGAN**—Specialist in the marketing of fresh fruits and vegetables, Holland D. Patterson, Saunderstown, R. I., has been named secretary-manager of the Michigan Apple Commission, Lansing. Mr. Patterson succeeds Minard E. Farley, Jr., who recently resigned after having served the commission since 1941. The position is the only full-time one on the commission which administers the state apple tax program. Mr. Patterson has had wide experience in the Rhode Island State College agricultural extension service and previously was associated with the New York and New England Apple Institute.

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## WASHINGTON FRUIT LETTER

- Better Fruit Prices Predicted with Repeal of Controls
- Rain-making Legislation Still Up in the Air

By LARSTON D. FARRAR  
*Washington Correspondent, American Fruit Grower*

THE Office of Price Stabilization, after two weeks of stalling following the amendment to the Defense Production Act repealing price controls on fresh and processed fruits and vegetables, finally conceded that it meant the end of all controls over all frozen and canned fruit and vegetables at all levels—from the grower clear through to the retailer.

Observers here feel that prices will firm up in many fruits, and particularly in apples, as a result of the amendment, which was sponsored by Representative Burr Harrison (D-Va.), who hails from the apple growing area of Winchester.

The administration was lucky, everything considered, to get a new Defense Production Act on the books. The lawmakers until the last were hesitant about re-passing the DPA, and, when they did, it was only after cutting OPS and WSB appropriations to the bone. The truth is, OPS can't enforce very many of its multitude of orders, and WSB, which handles wage stabilization matters, had its budget cut in two.

INCIDENTALLY, the new Wage Stabilization Board rules will exempt many thousands of fruit workers from former restrictions relating to increases in wages.

Under the new rules, any employer can raise a worker's wages to \$1 an hour without having to go through WSB red tape.

Furthermore, for all employers—growers, processors, wholesalers, or retailers—who have eight or fewer employees, there is no longer an obligation to get WSB permission before increasing wages or salaries. In short, these employers are exempt from WSB or Salary Stabilization Board rules.

CONGRESS has gone home, after much talk about the weather but without doing anything about it, as predicted here when the session began.

The Senate passed a measure, sponsored by its committee on interstate and foreign commerce, that would have set up a nine-man group, consisting of experts, to study all phases of rain-making. However, the House of Representatives failed to act on this

measure before adjournment, so the proposal died.

Washington observers have been as confused as the average fruit grower by "scientific" claims relating to rain-making. Dr. Irving Langmuir, a Nobel Prize winning scientist, had said that he seeded clouds in Arizona and New Mexico and caused rain regularly on the East Coast. The U. S. Weather Bureau, through official spokesmen, has pooh-poohed rain-makers, saying that only under extremely favorable conditions have rain-makers been able to get any results.

UNCLE SAM has signed another treaty with Mexico extending the Migrant Labor Agreement. It is under this agreement that laborers are brought across the border to work for American fruit growers, among other farmers, in all parts of the nation but mostly in the Southwest and Far West.

Many new safeguards for the rights of the workers are contained in the new agreement. If you want to be dead sure you are going to operate legally when you hire foreign workers, be sure to contact the Department of Labor office, or the USDA office, nearest your home.

THE stage seems to be set for a new round of inflation. Just how high prices will go this time is anybody's guess, but economists here are convinced the prices will inch upwards for a time before perhaps zooming out of sight.

At any rate, personal income of workers is reaching a new high. Simultaneously, the steel strike has been creating shortages which inevitably will show up. At the same time, bank accounts of individuals are at the highest peak in history. Congress passed bills providing for expenditures of \$80 billion this fiscal year (it was an "economy" Congress, it is alleged), and, counting some \$95 billion in unspent authorizations, it seems obvious that federal expenditures will zoom for a year yet, no matter who wins the election.

Few prophets will hazard a guess as to how high prices will go. But they are convinced that the trend is definitely upwards for a long time to come.

## CALENDAR OF COMING MEETINGS AND EXHIBITS

Aug. 4-6—International Apple Association 50th annual convention, Hotel Jefferson, St. Louis, Mo.—Norbert Eschmeyer, Sec'y, 1302 18th St. N. W., Washington 6, D. C.

Aug. 10-12—New York State Horticultural Society summer tour to Vermont and Canada.—U. M. Dalrymple, Sec'y, Lockport.

Aug. 13-14—Ohio Pesticide Institute annual meeting, Ohio Experiment Station, Wooster.—J. D. Wilson, Sec'y, Wooster.

Aug. 21—Orchard Day, Ohio Experiment Station, Wooster. C. W. Ellwood, Sec'y, Hort. Society, Wooster.

Aug. 25-27—Northern Nut Growers Association 43rd annual meeting, Rockport, Ind.—J. C. McDaniel, Sec'y, Urbana, Ill.

Oct. 8-11—Third annual apple harvest festival, Charlottesville, Va. Queen to be crowned.—Ross E. Mohney, Director, Box 112, Charlottesville.

Oct. 23-Nov. 1—National Apple Week. Full information available from National Apple Week Association, 154 East Ave., Rochester 4, N. Y.

Nov. 20-21—Oregon State Horticultural Society 67th annual meeting, Memorial Union Bldg., Oregon State College, Corvallis.—C. O. Rawlings, Sec'y, Corvallis.

Dec. 4-5—Connecticut Pomological Society annual meeting, Hotel Bond, Hartford.—S. P. Hollister, Sec'y, Storrs.

## STATE NEWS

(Continued from page 17)

**OHIO**—The voice of Harlan Bigelow, president of the Consolidated Fruit Exchange, Inc., is becoming familiar to housewives in the Cleveland area who tune in to a local radio station each morning for his latest consumer tips on fresh fruits. Mr. Bigelow, who broadcasts direct from the auction, starts off with the familiar auction chant and then gives information on the best buys in fresh fruits in this vicinity. Here is another form of effective consumer education.

Prepackaging resulted in greater sales and better prices for his fruit the past three seasons, reports Mason McConnell, of Ravenna. Using five-pound Polyethylene bags, he packaged his Golden Delicious, Stayman, and Winesap each day and delivered in time for selling the following morning. His prepackaged fruit brought him 75 cents a bushel more than apples packed in standard containers.

**The stimulating effect of the advertising campaign conducted last season by the New York and New England Apple Institute on consumer demand and on monetary returns to growers was sufficiently convincing that directors of the Institute recently set two cents per bushel as the goal for the institute's promotion fund for the 1952-53 season.**

**MARYLAND**—Dr. A. H. Thompson has joined the teaching and research staff of the University of Maryland department of horticulture. Originally from Minnesota, Dr. Thompson received his Ph.D. from Maryland, and after five years at Wenatchee (Wash.) Fruit Laboratory and two years at Fruit Experimental Farm, Kearneysville, W. Va., has returned to Maryland to fill the position formerly held by Dr. A. L. Schrader, recently retired.—A. F. Vierheller, Sec'y, College Park.



Attractive displays of quality fruit lower the sales resistance of the motorist.

## Roadside Marketing Hints

EVERYONE likes friendliness and courtesy. And these qualities have proved of particular monetary value in the operation of our roadside market in Ontario, Canada. We are sure you, too, will find that they are invaluable "musts" in your roadside selling.

Your products, first of all, must be attractively displayed. Fruits and vegetables make an appealing picture but too often they are displayed in an ugly frame. A good mass display results in greater sales than a few scattered items, but the display should never be a "junk heap."

You must really *sell* these products. Have sample jars of home-preserved fruits and pickles on display as an inspiration to customers. You will be surprised at the interest they show in such items.

Encourage people to linger for a few minutes. We sell ice cream cones not for the monetary return, but because they encourage the whole family to get out of the car and look around. We put the ice cream cooler where the customers have to pass a full line of fruits and vegetables. It's amazing the effect this has on interest and sales.

### Fill a Definite Need

One of the first rules of merchandising is to try to fill a definite need. An example of this was our canning equipment experiment. In a small section of our market we carried everything required for home preserving: jars, rubber rings, pectin, sugar, pickling material, as well as canners, kettles, paring knives, etc.

We didn't expect customers to show much interest in such a display, but it looked like good window-

dressing. The response was terrific. The woman buying pickling products or fresh fruit to preserve was able to get what she needed to complete the job right there. If she needed only

Here are a half dozen suggestions which Joseph F. Hauck, extension specialist in marketing in New Jersey, offers the grower with a roadside market to help him get his share of the trade.

1) Arrange a good display with a variety of produce daily. Change the items in the display and the type of display frequently.

2) Provide ample and easy to get to parking space off the highway.

3) Be sure the motorist can see your stand from a distance. In some cases the auto is upon the roadside market before it is clearly visible. It may then be too late to stop.

4) Signs with large letters well in advance of the market will often bring in customers.

5) Make your roadside market area neat, attractive, and inviting to the motorist.

6) Provide extra-fresh produce. Most motorists are looking for something particularly fresh when they stop in the country.

a small item, such as a box of rubber rings, she appreciated the convenience just that much more. The lack of that small item might keep a customer from buying your product that day, and perhaps for the season.

People want recipes. We gave 1,000 recipe books in mid-season to women who *asked* for them. Remember, these recipes were not just lying around to be picked up—they were asked for!—Ross W. Blaikie

## Concords Like Washington Climate

CONCORD grapes grow at their finest in the desert regions of the state of Washington. Although grapes have been produced in this area since the turn of the century, it has been only within the past 10 years that they have started to enter the national picture. The region looms as one of the more important grape areas of the future.

Excellent growing conditions, high production per acre, lack of disease and insect pests, and high sugar content of the fruit are among the reasons for this bright outlook.

### Abundant Sunshine

Grapes in the Yakima and Columbia River valleys enjoy a frost-free growing season of from 160 to 200 days. The meager amount of rainfall occurs mostly in late fall and early spring. As a result there is a vast amount of sunshine during the actual growing season.

Rainfall averages about seven inches per year throughout the area, and records show that as little as 10 per cent of the days during the summer months may be cloudy. To make up for the lack of rainfall, grapes are irrigated. From 36 to 40 inches of water are applied during the growing season.

Daytime temperatures are high, but humidity is low. During the sum-

mer months the thermometer may register 90° to 105° in the daytime, while a low of 60° will be recorded during the night.

Humidity ranges between 25 and 35 per cent.

The area has been blessed with an absence of serious insects and diseases. A few cutworms, some cottony maple scale, and a few leaf hoppers have given some trouble. Only about 10 per cent of the growers bother to spray at all.

### Sweet Juice

High sugar content of the fruit is a well-known fact. In general, the grapes are not harvested until the fruit averages at least 18° Brix. The finished juice in a good year will test 17° to 18° Brix and have an acid content of about .60 to .65 per cent. Being highly palatable, the juice requires no additional sugar.

Production per acre is an outstanding factor in the growth of the Concord grape industry in Washington. The average for the Yakima and Columbia valleys is about 5.8 tons. This includes production from vines of all ages. The average good grower produces eight tons to the acre in a normal year. Ralph Allen, a highly successful grower of Sunnyside, has been getting over 15 tons.—R. E. Jones

## A Fruit Grower's Courage

ALL MEN need courage and every man must gamble in a certain sense and to a certain degree to reach his goal. To me the man who makes the most daring gamble and needs the greatest courage is the farmer, or in my case, the fruit grower. Everything is staked one autumn or spring, knowing it will be years before there will be a profitable return.

It is necessary to look far into the future. The fruit grower's life is a fight against the natural elements along with destructive pests. First, of course, the trees are set, just little whips. It is easy to make a mental picture of the future and see the orchard in full bloom and later in bearing.

The day will come, with God's help, that a profit will be harvested along with satisfaction and pleasure; and the picture is framed that just a few years back was a blank canvas.

In full bloom, the orchard has great beauty and swells the heart; and if Old Jack Frost will stay out, the mortgage can be reduced. Much

too often Jack will flex his muscles and move in with his destructive might and reduce a song of happiness to a shock of despair. Then courage must be called upon, which, with prayer, will give the strength to labor on for another 12 months.

But always the battle is fun. And what rejoicing when the boughs bend with a bumper crop and the market is right. The mortgage is paid and burned. Man, is that farm loved!

What a shock, then, when Father Time moves all too rapidly and slows the flexibility of tired and worn muscles. You don't want to quit, it is a part of you.

Now, as an old man, the task must be turned over to younger and stronger hands. The fond memories of your many harvests will remain, and it is hard to find the spots of discouragement that hit so many times. The real joy and pleasure will always be recalled in framing the picture that is a living monument to your short time in the arms of Mother Nature.—C. L. Shreve

## The QUESTION BOX

I have been growing alfalfa between the rows of fruit trees. Would it be possible to feed the alfalfa to cattle, and can hogs run in the orchard after spraying with lead arsenite and DDT?—Missouri

Do not feed the hay to cattle. Besides the possibility of poisoning the animals with spray materials, there is the added danger of contamination to animal products used for human consumption. Hogs are used in some parts of the country to break up mouse runways and reduce the mouse population in orchards, but this is the exception and not the rule. Most growers have found that damage to roots and trunks outweighs any benefits. If you are really in the orchard business, keep animals out of the orchard. Cut the hay and use it for mulch around the trees.

What is the best blackberry to grow in Ohio?—Ohio

Eldorado is the best blackberry for Ohio; and you may also plant Alfred, which is an early berry, and Ward, a later berry, to extend the picking season.

Will you kindly advise me where I may purchase equipment for processing apples? I am particularly interested in an apple parer to eliminate as much hand labor as possible. I am also interested in cider equipment.—Nebraska

For apple parers, peelers, corers, and slicers, write the F. B. Pease Co., 1344 E. Henrietta Rd., Rochester 10, N.Y.; the Goodell Co., Antrim, N.H.; the Dixie Canning Co., Athens, Ga.; and the Bouteille Manufacturing Co., 554 Lyell Ave., Rochester 6, N.Y. For cider presses graters, and bottlers, write the Palmer Cider Supplies, Inc., Cos Cob, Conn.; the A. B. Farquhar Co., York, Pa.; and the Thomas-Albright Co., Goshen, Ind.

Is there a spray that will kill mice?—Pennsylvania

Ground sprays have given inconsistent results although some people hold high hopes in this direction. U.S. Fish and Wild Life Service has found that pine mice are apt to be driven underground with the result that damage to root systems has been increased.

Is it possible to fumigate the soil around a growing fruit tree for nematode control without injuring the tree?—Nebraska

If treatments are made to established trees, dosages are critical and soil and moisture conditions are important factors in the success of the treatment. In California, tests on mature walnut trees were not conclusive and were too drastic to be recommended on a commercial scale. Several trees receiving the larger dosage died from the treatment.



## Ship Your Fruit in Perfect Condition

### FORT WAYNE APPLE BOXES and KYS-TRAY PAK

- Better protection in transit
- More profitable sales through less spoilage
- More consumer acceptance

#### THESE PACKAGES OFFER:

- Minimum fruit damage
- Increased advertising
- Cleaner and neater package
- Less storage space required
- Designed to meet packers' needs

Also Roadside Fruit Baskets and  
10-lb. Tomato Baskets

Buy with  
Confidence



NEW KYS-TRAY PAK



*Fort Wayne*  
CORRUGATED PAPER COMPANY

130 EAST DOUGLAS AVENUE

FORT WAYNE 1, INDIANA

## WHAT'LL IT MIX WITH?

That is the important question in economical spraying. The competitive nature of spray materials is mighty important in safe and effective spraying and AMERICAN FRUIT GROWER has produced an ingenious

### SPRAY COMPATIBILITY CHART

which tells at a glance just what materials will mix safely. Printed in three colors, mounted on Bristol board paper, it is an accurate guide in the safe and successful mixing of all spray chemicals.

Better send for a copy—25c each

AMERICAN FRUIT GROWER,  
Willoughby, Ohio.

Enclosed is 25c. Send Compatibility Chart to:

Name

Address

City

State

(Offer good only in U.S.A.)

## SUPERMARKET MIRACLE

(Continued from page 9)

To illustrate the point: It was found through research that shoppers tended to buy in the size unit suggested in the price quotation. In a series of tests in which apples were priced in two-, four-, five-, and six-pound units, over 80 per cent of the sales in every case were made in the size of unit quoted. Even when they were priced in 10-pound units, 47 per cent of the sales were in such units.

Total volume of sales were greatest when apples were priced in six-pound

### HANDY ANDY



The metal table attachment shown above was made by Charles E. Bond, blueberry farmer of Payalup, Wash., to simplify handling during the grading process. Carriers in which berries are harvested are awkward, four-legged affairs which tip easily when placed on a hard, level surface. Often the carriers tipped over on the grading table, causing undue waste and spoilage. By rigging the simple table attachment, made of aluminum or wood, the carriers could be fitted over them and held firmly in place.—William Dugovich

units. Grocers who for years had quoted apple prices in two- and three-pound units reluctantly tried larger pricing units and were amazed when it increased their sales. As a result the most common pricing unit has been increased to five pounds and the apple grower has thus benefited.

Supermarkets offer the fruit grower a tremendous opportunity to improve his competitive place in the market. He might well take a lesson from the producers of such items as breakfast foods and canned goods. They follow their product through to the ultimate consumer with packaging, displays, promotion, and dealer service. There is no question but that the initiative of improved selling practices is the responsibility of the fruit grower.

THE END

AMERICAN FRUIT GROWER

# HISTORY OF HORTICULTURE

Spencer Ambrose Beach  
Pioneer Horticultural Experimenter

By HARRY J. EUSTACE

**I**F ALL of the books on American horticulture were placed on one shelf, the series of New York fruit books would stand out conspicuously as the most glamorous. The first of the famous series was *The Apples of New York*, in two volumes, with descriptions of over 700 varieties and many illustrations in full color.

The author was Spencer Ambrose Beach and his associates. Professor Beach was head of the horticultural department at the New York Agricultural Experiment Station, Geneva, and the idea of a series of books on the fruits of New York was his. Before other volumes were written, however, he left New York to return to his alma mater, Iowa State College.

Dr. U. P. Hedrick came from Michigan State College to take Beach's position and he continued the series, with volumes on grapes, plums, cherries, peaches, pears, small fruits, and vegetables, all large, beautifully illustrated volumes.

Professor Beach was at Geneva from 1891 until 1905 (he was at the New Jersey station for a year earlier). These were approximately the same years that Liberty Hyde Bailey was the horticulturist at Cornell, and they made a powerful pair.

## Many Research Projects

At Geneva, Beach could give all of his time and talents to research. He instituted long-time projects in breeding better varieties of small fruits, grapes, and apples, which culminated in the long list of splendid varieties produced at the Geneva station. The Cortland apple was from a cross between Ben Davis and McIntosh made by him in 1896. The Ontario and Portland grapes were the outcome of his extensive grape breeding program.

His studies in pollination revealed the fact that varieties of grapes with reflexed stamens had defective pollen and were self-sterile. He began work with dwarf fruit trees, with sod mulch

versus cultivation, and with orchard fertilization. His research in spraying included the effects of spray on the finish and quality of fruits.

## Birth of ASHS

It was Professor Beach and his associates who conceived the idea of having an association of professional workers in horticultural and allied fields. The birth of the American Society for Horticultural Science was the result, founded at a meeting of the American Pomological Society in Boston, Mass., in 1903.

In 1905 he returned to Iowa State College to head up the program in



S. A. Beach  
1860-1923

teaching and research. Here again he instituted a long-range program of breeding varieties for local conditions. He began storage trials aimed at extending the usefulness of the abundance of fall varieties of locally grown apples that he found in Iowa.

He retired in 1922, having given a third of a century of devoted and profitable service to the advancement of horticultural research and scholarship. He died the following year, on November 2. One of his sons, the late Frank Beach, continued in his father's footsteps and was for many years extension horticulturist in Iowa and, later, secretary of the Ohio State Horticultural Society. THE END

The author, Dr. Harry J. Eustace, was formerly head of the department of horticulture, Michigan State College, and the California Department of Markets.

AUGUST, 1952

# MARKET REPORT

## NEW TREND IN APPLE PACKING REDUCES DAMAGE, BRINGS BETTER PRICES

Fruit growers and retailers coast to coast are switching to KYS-PAK for plus protection. These molded purple packs eliminate most bruising and spoilage, cut handling time, make every box net more profit. Read these typical comments from retailers:

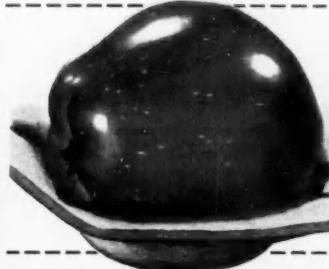
"Apples are almost 100% free of bruises. Best pack for apples."

"I wish all apples were packed in this way as you can make more attractive displays."

"Get a fine sales promotion... the apples are not touched when displayed."

"A bruise-proof way of shipping apples."

The retailer knows what he wants... and once he sees KYS-PAKs you can bet he'll want 'em in a big way! KYS-PAKed apples save him time and trouble, cut waste, boost his apple profits. He can turn 'em into colorful displays in moments. Make sure he gets his first order of KYS-PAKed apples from you and you make sure of his reorder!



Every apple cushioned in the new...

# KYS-PAK

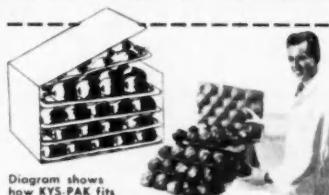


Diagram shows how KYS-PAK fits inside a wood, corrugated or wire-bound container. Good for all varieties of apples and supplied to fit 48 to 216 count boxes.

KEYES FIBRE SALES CORP.  
Dept. X 30 Church Street, New York 7, N.Y.  
Please send information on KYS-PAK for Apples.

Name \_\_\_\_\_ Position \_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Outstanding  
new portable**

## **BRUSH GRINDER**

**40 Horse Power  
Grinder converts  
orchard prunings  
and larger branches up to 6" in diameter  
into mulch with greater speed and ease**



The new M & M Brush Grinder hitches to tractor, jeep, car or truck for easy transportation and maneuverability in your orchard. Safe operation with all moving parts enclosed. Easy to feed for branches are drawn into the grinder. Strong blower action distributes chips where desired... Nearly 100 years of experience in building quality wood cutting equipment is your assurance of long dependable service from an M & M Brush Grinder.

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Now

## **Scythette POWER SCYTHE**

**CUTS WEEDS, GRASS, REEDS**

**4 TIMES FASTER THAN  
ORDINARY METHODS**

**NEW POWER - NEW ENGINEERING**

Now equipped with double power, double fuel capacity.

Trims weeds on rocky or uneven ground. Cuts grass or weeds close to buildings. Clips off reeds or underwater growth. Cuts with ease wherever a man can walk, wade, or row a boat.

Equipped with new two h.p. motor, one quart capacity gas tank, 20" oscillating cutter bar. Weighs only 26 pounds.

a twist of the wrist  
and the  
SCYTHETTE becomes the

### **Sawette**

America's most revolutionary chain saw cuts trees, or any growth up to 6" in diameter, level with terrain while operator is in upright position. Speedy, efficient, and safe, the Sawette is the answer to heavy growth clearing problems.

WRITE FOR FREE LITERATURE

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RICHMOND, INDIANA

## **DR. AUCHTER, NOTED SCIENTIST, DIES**

"**S**CIENTIST, educator, administrator, leader in horticulture, through whose vision and devotion opportunities have been provided for substantial advances in horticultural research of great benefit to society."

Thus reads the inscription on the Wilder medal awarded by the American Pomological Society to Dr. Eugene Curtis Auchter just five months before his death on July 8. The famed scientist died at the age of 62 following a long illness which forced his retirement on May 31 as director and president of the Pineapple Research Institute of Hawaii.

Prior to becoming director of the PRI in February, 1945, Dr. Auchter was administrator of the agricultural research administration of the USDA, having served as head of all agricultural research work for the federal government from 1942 to 1945.

Dr. Auchter received his Ph.D. in plant physiology in 1923 from Cornell University. His long career as an educator and research worker in pomology and related subjects included four years in the horticultural department of University of West Virginia and 10 years as head of University of Maryland department of horticulture. He then became principal horticulturist of the Bureau of Plant Industry, USDA, and chief of the bureau in 1938.

## **APPLE PAN DOWDY BAKING CONTEST**

**T**HE culinary skill, particularly as it pertains to apple cookery, of young ladies between the ages of 15 and 21 who reside in the states of Pennsylvania, Maryland, West Virginia, Virginia, New York, and New Jersey, will be put to the test in September and October during the Apple Pan Dowdy baking contest being sponsored by Appalachian Apple Service, Inc., Martinsburg, W. Va.

Apple Pan Dowdy is an old English dish, consisting of sliced apples blended with apple-flavored syrup and topped with a biscuit dough.

The contest will be developed on local, county, and state levels. State contest winners will receive an expense-paid trip to Washington, D.C., to take part in the all-eastern states contest, when an all-eastern champion will be chosen.



**Dr. E. C. Auchter**



Dr. William W. Smith and one of his fan-shaped apple trees which has been trained to grow on a flat plane along an ordinary wire fence. Since manner of growth can be controlled in this type of tree, a six-foot tree can be as wide as 12 feet.

## Bill Smith and His Dwarf Apple Trees

CROPS, like the times, are changing. Not long ago the common garden variety of sweet corn often was so high that a person could get lost among the tall stalks. Today's varieties usually are only waist high and one must bend down to pick the golden ears. Next will be apple trees the height of a man or smaller, if Dr. William W. Smith of the University of New Hampshire has anything to do with it.

On his experimental farm in Gilford, N. H., Dr. Smith raises only fan-shaped apple trees of all varieties for the backyard fruit grower to set out alongside a building and pick by standing on a bushel box. What's more, he has other varieties that are so dwarf one must bend down to pick the fruit.

### Early Bearers

Smith's trees bear young, too. One McIntosh, two years old, produced five apples. As the trees grow older and taller—up to a maximum of six or seven feet—the crop increases to one-half to one and one-half bushels per tree. Faster growing varieties like Northern Spy may reach the 10-foot mark and bear as many as four bushels.

The secret of these small, productive trees is in the Malling IX rootstock used by Dr. Smith. Malling IX is very dwarfing and needs support, especially when loaded with fruit, because of a brittle union. Malling VII

produces a larger, more sturdy tree which bears more fruit but is less ornamental; while Malling I produces a 20-foot tree. Apples grown on these small trees are large and highly colored for the variety, perhaps because of better care and because these dwarf trees ripen the fruit earlier.

### Cold-Resistant Varieties

Dr. Smith is also growing apple trees that are resistant to low temperatures. For a dwarf variety, he uses Malling VII or IX rootstock and grafts on a Robusta V bough stock. The job is completed by grafting or budding the desired varieties onto the main branches.

The success of his experiments may put an end to the use of ladders in fruit harvesting. But "broken" backs will always be with us. Only, they won't be caused by falling off a ladder but from bending over to pick apples.

—Charles Stratton

**WHEN PRICES ARE HIGH**  
and material is scarce, it pays to have more than one source of supply.

It is easy to shop around with a copy of AMERICAN FRUIT GROWER'S annual July Directory & Buyer's Guide Edition.

Here you will find a complete list of sources of supply of everything for the Fruit Farm. Refer to your copy of the July Directory Number whenever you are in the market for equipment and supplies.

Keep apples up  
and  
profits up  
with them



APPLY

# Niagara-Stik

Harvest All the Apples  
You Grow!

Don't lose the profits of a season's labor from premature drop. It is now possible to prevent such heavy loss by using Niagara hormone dusts or sprays. These materials prevent chemical changes in the cell walls at the base of the fruit stems, which permits your apple crop to stay on the tree for a longer period. Your fruit will mature bigger; it will have better color; be of higher quality and finer flavor. You can harvest this bumper crop in an orderly manner. And you'll get a better price and more profits.

At the first sign of premature drop, start dusting or spraying with Niagara-Stik. It is effective 24 to 48 hours after application. There is no toxic residue. The cost of application is less than 2¢ per bushel.

Ask your Niagara field man about Niagara-Stik—or write us for informative literature.

# Niagara

CHEMICAL DIVISION

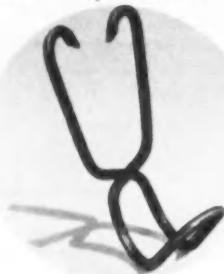
FOOD MACHINERY AND CHEMICAL CORPORATION

MIDDLEPORT, N. Y. • Richmond, Calif., Jacksonville, Fla., Tampa, Fla., Pompano, Fla., New Orleans, La., Dallas, Tex., Min., Harlingen, Tex., Beacon, N.Y., Canadian Associate: NIAGARA BRAND SPRAY CO., LTD., Burlington, Ontario.

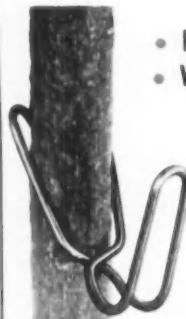


## PROP YOUR TREES THE EASY WAY

The new easier AMERICAN FRUIT GROWER Tree Prop used by many growers does the job quickly, efficiently and at very LOW COST!



PROPS ALL SIZES  
OF BRANCHES



Sold only by AMERICAN FRUIT GROWER Magazine to our readers.

15c apiece  
12 for \$1.50  
30 for \$3.00  
100 for \$10.00

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Please send me (No.) \_\_\_\_\_

Attached is \$ \_\_\_\_\_

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City & State \_\_\_\_\_

(Offer good only in U.S.A.)

## TWO-WAY RADIO SPEEDS HANDLING OF FRUIT



Sam Head of Commerce, Ga., has 150 acres of peaches divided into three tracts within a radius of five miles. He has devised a novel way of controlling the flow of fruit from orchard to packing shed in order to utilize all equipment most efficiently. As shown in the above photograph, he has installed a General Electric two-way radio set in his trucks which makes it possible for him to keep in touch with his foreman from his office or home. Last year 16,000 bushels of peaches were handled by one truck, although in previous years three trucks were needed. Head's system includes eight General Electric mobile units and a 250-watt main station transmitter and is used to advantage also by doctors and a lumber company.

## ANTHRACNOSE OF BRAMBLES

(Continued from page 16)

numerous. Infected fruits of blackberries, dewberries, and black raspberries are reduced in size and are dry, seedy, and chaffy. Fruits of red raspberries are less frequently damaged by direct infection.

**Control.** Anthracnose of brambles is comparatively easy to control, and there is little excuse for the heavy damage that occurs in many plantings. The disease is often introduced into new fields on planting stock. Then the disease increases rapidly and begins to damage the bushes before they are in full bearing.

When black and purple raspberries are planted the old cane stubs, or "handles," should be removed before the plants are set, as they are often infected and the disease soon spreads to the new plants to which they are attached. Dew- and rain-wetted canes and leaves in plantings kept free of weeds to permit good air circulation dry rapidly and offer less favorable conditions for anthracnose spores to germinate and gain entrance to the plant tissues.

The anthracnose fungus lives overwinter on the canes and renews activity in early spring about the time new growth of plants starts. A spray of one gallon of concentrated lime sulphur solution to 20 gallons of water or of 4-4-50 Bordeaux mixture applied when the leaf buds begin to show green will largely prevent spore discharge. It is important, therefore, to cover the entire surface of all canes with this eradicator spray.

Some growers make a second spray application, of 3-3-50 Bordeaux mixture, about one week before blossoming. This application is designed to protect the blooming laterals and stems and subsequently the berries. This schedule is effective for protecting black-

berries, dewberries, and raspberries in northern sections.

Dewberries while still dormant should be pruned and tied to stakes or wires so they will be ready for the delayed dormant spray of lime sulfur. In the South a modified schedule for dewberries is used. All growth—both old and new canes—cut off at the ground level immediately after berry harvest. Then in August the canes that have formed are sprayed with a 4-4-50 Bordeaux mixture. A second application is made the following spring as soon as vines are pruned and tied to stakes, and a third application is made immediately after blossoming.—J. B. Demaree, USDA

## BUILD FOR THE FUTURE

Economy-minded fruit growers who want to improve and expand their orchard operations and build for the future should have the following building plans which AMERICAN FRUIT GROWER is now making available to its readers.

Working drawings showing construction details are included.

Roadside Market	.....	\$ .50
10,000-Bushel Apple Cold Storage	.....	1.00
Tenant House	.....	1.00
Pole-Type Packing House	.....	1.00
Machinery Storage & Repair Shed	.....	1.00

Send remittance in the form of check or money order to

AMERICAN FRUIT GROWER  
Plans and Booklet Dept.  
Willoughby, Ohio

## NEW OPPORTUNITY

(Continued from page 11)  
aged fruit and a bagging chute were developed to reduce the cost of the packaging operation.

The study showed that from the retailer's point of view prepackaged apples are a good thing. Retail labor costs for bagged apples were less than half as much as for the bulk fruit. Consumers spent less than half as much time in selecting prepackaged fruit and more customers could be handled in an hour.

Successful fruit sales at self-service counters means prepackaging, and successful prepackaging depends on making available only high-quality fruit. Grading standards must be raised. Herein lies the seeds of success or failure in prepackaging and supermarket selling. Ways must be found for profitable disposal of culls through by-products or special channels.

Peaches face their own peculiar problems in supermarket retailing, as do cherries, plums, and other fruits. "The ability to command attention amidst the chorus of other products" has been labeled by one writer as a prime requisite for success in supermarket selling. Fortunately fruit is attractive and appetizing *per se*. Anything which restricts or covers its appearance minimizes fruit's natural advantage.

The stepped-up tempo of the supermarket deserves careful attention of all growers who should make a point to visit and observe a large city supermarket in operation. Those who have not already done so will come away with a new feeling about progress in food marketing.

THE END

## HARRY G. KABLE, PRINTING PIONEER, PASSES AWAY

AMERICAN FRUIT GROWER magazine and its friends lost a man who has done much to insure the success of this publication, in the death of Harry G. Kable, president of the Kable Printing Company. For two decades AMERICAN FRUIT GROWER has been printed under the direction of Mr. Kable whose foresightedness made rotogravure printing possible for AMERICAN FRUIT GROWER in 1935.

The science of the printing press has played an important part in the development of an enlightened people. As a pioneer whose vision and faith helped build the printing industry, Harry Kable's influence was felt in the field of horticulture. We salute him and mourn his passing.

AUGUST, 1952

## You Can Save Up to 40% on SPRAYING\*

### CARDOX 100-JET BLOWER

Gives super-performance to any high pressure sprayer. Tractor seat control enables one man to do the job faster, with less use of spray material. 6 impinging twin jets AND Blower project atomized spray 25 to 40 feet in adjustable patterns. Specially designed for use with concentrates and semi-concentrates. See your Aqua-Jet dealer or write us.

HURST INDUSTRIES, INC. SAN JOSE, CALIF.  
A Division of Cardox Corporation

Eastern Distributor: NEWTON CHEMICAL & SUPPLY CO., Bridgeville, Del.

- One Man Operation
- Attaches to Any High Pressure Sprayer

\*Actual user reports



## Light-Compact

Compare the Hale Centrifugal Sprayer for weight—makes for easier handling with smaller tractors.

Write for Bulletin #302. State size of grove or orchard.

SPRAYER DIVISION

HALE FIRE PUMP CO.  
CONSHOHOCKEN PA.



### The AP-PEACH PICKING BAG

Saves time—Reduces Bruising  
Holds cases, crates, boxes, even  
toots fruit. Empties quickly through  
bottom. Especially for peaches and  
easily bruised apples. Write for  
folder.

JOHN C. BACON CORP., GASPORT, N.Y.

6 GREAT SHAW  
DU-PAL

Plant  
Cultivate  
Mow  
Rake  
Cut  
Trees  
Saw  
Wood  
Fruit  
Mowers  
Shaw Mfg. Co.

Walking or Riding Tractors  
1/2, 1, 2, 3 H.P. riding tractors,  
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Shaw extra strength superior  
traction, matching weight and  
strength. Dependable for nearly  
all work. See Shaw dealer. Write for  
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466 AF, N. 4th St., Columbus, O.

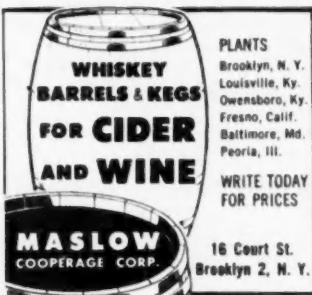
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Millions Used Coast-to-Coast  
for Better Shipment  
of Fruits and Vegetables

SALES OFFICES  
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## Low-Cost Cover Crop Control

With No Damage to Fruit or Trees!



Cultivation of groves and orchards costs much less with Marden Duplex Cover Crop Cutters. Above is a C5 doing three jobs at once in a Michigan orchard. It mows, scatters the soil and effectively disposes of trash without removal, chipping or burning. No danger of damage to roots, limbs or fruit. Replaces mowers, disc harrows, clippers and the need for any other type of cultivating equipment. Other Marden Duplex Cutters available for brush and weed control. Write today for complete information.

## Marden duplex

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1/2 pt., \$75; 1 qt., \$1.45; 1 gal., \$3.25; 5 gal., \$10.40

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## From where I sit ... by Joe Marsh



### Attention Ladies!

Cakes lined up—each with a number. Judges looking, breaking off pieces, tasting. The winner? Number 4—a cake with a wonderful, glossy chocolate frosting.

This was at the Women's Club last night. Then Duke Thomas stepped up—his cake was Number 4! Seems his missus was laid up, so Duke took over—and won!

Here's Duke's prize-winning frosting recipe:

Melt 3 squares unsweetened chocolate in double boiler. Remove from heat, add 1 1/2 cups sifted confectioner's sugar, 2 1/2 tbs. hot water and blend. Add 3 egg yolks, one at a time, beating after each. Add 4

tbs. butter, beating after each tbs. Fills and fronts 8-inch, 2-layer cake.

From where I sit, we all have different abilities and tastes . . . these differences are sometimes surprising. Duke bakes prize-winning cakes. My wife, for example, can beat most any man at checkers. Same when it comes to beverages—you may like coffee or tea while I prefer a glass of beer. But let's not have any "half-baked" ideas that people are all the same—or should be.

*Joe Marsh*

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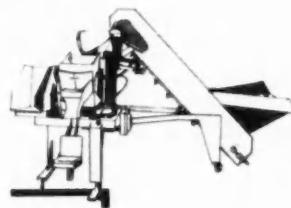
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### Fresh—Clean—Unhandled

Made of Polyethylene, this easily closed bag gives the grower the opportunity to prepackage inexpensively and get more money for his fruit. The bag has splendid sales appeal and has been used successfully by many chain stores. After the bag has been emptied of its contents, it can be used by the housewife for a multitude of other purposes. These bags are available from Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.

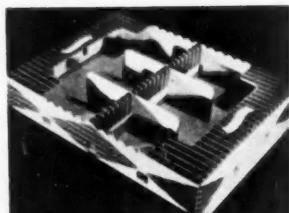


### Versatile



The new Food Machinery bagging machine prepackages film or mesh bags accurately, quickly, and inexpensively. The machine is compact and portable and can be operated by one man. Many growers have found the one-station bagger to be the answer to their prepackaging problems. We suggest you get full details from Food Machinery & Chemical Corp., Drawer AFG-1, Florida Div., Lakeland, Florida.

### New Berri-Pak



Many of us have been looking for a berry container which has eye appeal and costs relatively little. The new

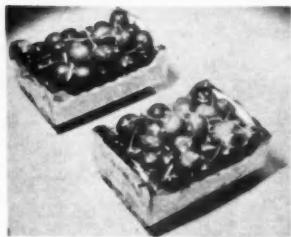
AMERICAN FRUIT GROWER

## • BAGGING MACHINE

## • BERRI-PAK

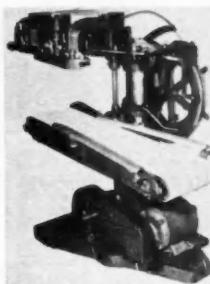
Berri-Pak meets all of these qualifications. The berry cartons are shipped knocked down to the grower so that they will require a minimum of storage. It takes about 30 seconds to assemble one crate. No stitching or taping is required. The carton comes in two sizes—a 12-quart and a 12-pint unit—and can be printed in two colors with the grower's name, address, and brand. The Berri-Pak can be packed truck high without fear of damage. If you have a berry packaging problem, write Twin Cities Container Corp., 600 North Shore Drive, Benton Harbor, Mich.

### Cherries with Eye Appeal



A reader of AMERICAN FRUIT GROWER Elon Gilbert of Yakima, Wash., has marketed his tree-ripe sweet cherries for a premium price by packaging them in spring-green foil trays and overwrapping them with Lumarith, the Celanese acetate film. Lumarith film is called the "breathing wrap," and provides the ideal package for cherries. Why not write Celanese Corp. of America, 180 Madison Ave., New York 16, N.Y., for full details?

### Bag Closing Machine



gineered that it can be easily adapted to your present conveyor or grader line. Why not write Robert C. Flakne of the Ray C. Jenkins Advertising Agency, Inc., 1240 Gilders Exchange, Minneapolis, Minn., for additional information?

If you are using paper bags to prepackage your fruit and vegetables, you will be interested in the Minneapolis bag closing machine. This machine will tie 2,000 bags an hour and is so en-

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Here is a low-price power conveyor designed especially for the small and seasonal operator. Quickly pays for itself.

This power conveyor will load or unload a truck in a jiffy. It is portable and will lift and carry loads for the grower in the orchard, the packing shed, storage or wherever handling of fruit, packages, etc. is a problem.

Light weight, portable,  
electric, runs in either  
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The TRESCKETT COMPANY, INC., the original manufacturer of fruit packing house equipment, is still the most reliable source of any type equipment to clean, size, grade, and package fruit. Write today for full information.

The TRESCKETT Company, Inc.

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FAIRPORT, NEW YORK

## BOOK REVIEWS

● Register of New Fruit and Nut Varieties, 1920-1950 (\$3.00) University of California Press, by Reid M. Brooks and H. P. Olmo. Briefly describes 1,106 varieties originating in North America and introduced commercially during the last 30 years. Variety name with synonyms, originator's name and address, date of commercial introduction, plant patent number, parentage, and most valuable characteristics of the variety are included.

● Pesticide Handbook, 1952 Ed. (\$1.25), College Science Publishers, by Donald E. H. Frear. Lists trade names, active ingredients, uses, and manufacturers of orchard chemicals and pesticide equipment sold in the U. S. and Canada. An indispensable reference for all fruit growers.

Orders for books on fruit growing and allied subjects may be sent to AMERICAN FRUIT GROWER, Willoughby, Ohio, with check or money order.

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APPLE GRADER, NIAGARA REX SPool TYPE WITH Trescott 24 inch brusher and distributing belt. WARREN ORCHARD, Warren, Ohio. Phone 8821.

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### MISCELLANEOUS

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172 ACRES—32 ACRE APPLE ORCHARD, 3 COLD storage, 2 dwellings; personnel; 70 miles from any commercial orchard. Large retail trade. Owner retiring. JAMES CREE, Antigo, Wis.

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IF YOU HAVE A PRESS OR OTHER PROCESSING equipment you want to sell—We will pay the highest price. Write Box 125, American Fruit Grower, Willoughby, Ohio.

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PEACH LOW AS  
APPLE TREES 20¢  
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PERRY, OHIO

AMERICAN FRUIT GROWER

# The Orchard Home

IT WAS purely a case of necessity that prompted Mrs. Max A. Murray to suggest to her husband several years ago that she take over the bookkeeping for the 300-acre Murray Orchards in Roanoke, Va. Trying to do this work at night after a tiring day outdoors left her husband physically and mentally exhausted, Mrs. Murray says. That she has kept the records efficiently is attested by the satisfactory response of her husband as well as the auditor who computes their income tax.

Mrs. Murray has found that keeping the books for their business has been beneficial to her in four ways:

1) Having learned more about the business, she now can discuss orchard problems with her husband intelligently. Mrs. Murray makes a vital point when she says that knowing something about the economics of fruit production helps a wife understand why it is sometimes necessary to invest \$2,000 for a new piece of equipment instead of \$200 for a new piece of furniture.

2) Having to spend an average of two days each month at her desk has made her budget her time more carefully and do her housework more efficiently.

3) Getting this bookkeeping task completely off her husband's mind has made his other work more enjoyable, thus they enjoy each other and their children more fully.

4) Mrs. Murray considers her biggest "pay off" is the interest her husband takes in her pet projects, whether it is something involving their home or children, church work or a community project. He has a real concern for her business because she has a knowledge of and interest in *his*.

Three of the greatest assets to efficient bookkeeping and farm management, in Mrs. Murray's estimation, are an adequate filing system, a simple but complete plan for an entry book, and a good adding machine. The

Murrays consider the adding machine as one of their wisest investments.

Mrs. Murray's culinary ability is as satisfactory to her husband (and family) as her bookkeeping. Here is her favorite fruit recipe:

#### DUTCH APPLE PIE

7 apples, pare and grate  
1 cup sweet or sour cream  
1 cup brown sugar  
½ cup white sugar  
½ teaspoon cinnamon  
¼ teaspoon cloves  
3 tablespoons flour

Line a nine-inch pie tin with your favorite pastry. Mix all dry ingredients. Spread one-half of mixture over the bottom crust. Place apples over the dry mixture. Pour cream over apples. Sprinkle remaining dry ingredients over apples and cream. Bake at 450° F. for 10 minutes. Reduce heat to 325° F. and finish baking until brown, approximately 35 minutes.

#### HOW I FREEZE FRUIT

Home frozen fruits are especially well liked by country folks. I have found that care must be taken in the selection of the fruit and the syrup used for a product of high quality. I use soft, ripe fruit for obtaining the best flavor.

My first step in preparing fruit for freezing is to sort, wash, clean, and prepare it as for eating. For peaches, I slice and put the prepared fruit into liquid-tight cartons, glass jars, or tin cans. Glass jars and tin cans have the advantage of being liquid tight and air tight.



Gilbert Studio

Enough heavy syrup, uncooked, should be added to each container to cover the fruit. I allow three-fourths-inch head space for expansion. I use only one-half cup of syrup for each pint package of small fruits and sliced peaches, but peach and plum halves require more syrup, three-fourths cup or more per pint container. The syrup I use for this purpose is made by dissolving granulated sugar in hot water, using an equal volume of each.

A syrup which is effective in preventing the discoloration of fruit can easily be prepared by mixing four cups of Sweetose in one cup of water. When thawed, fruits in this kind of syrup will be glossy. I have found that it is very important that fruits be kept constantly under the syrup until used in order to prevent contact with air.

#### Rapid Freezing Important

I find that fruit should be promptly and rapidly frozen at the lowest temperature available and then stored at 0° F. or below. I also find that frozen fruits are best if used immediately after thawing, and they should never be allowed to warm above 55° F., otherwise discoloration and loss of flavor may occur.

I have found that three to four hours will be required to thaw a pint package left on a kitchen table at ordinary room temperature. If more rapid thawing is desired, I put the packages of frozen fruit in front of an electric fan. This will thaw a pint package in about an hour. An even more rapid method is to float the unopened packages in a pan of cold water, permitting a stream of cold water to flow over them. —Mrs. Helen Umosella

#### MAKE THIS A COOL SUMMER

A dress to move around in, that's a tent before a belt pulls it in at the waist, provides the best escape from the summer sun. It's easy to sew—requires no fitting via darts and tucks and pleats—hardly any seam sewing outside of four side seams, the collar, and the hem. A string belt or

summerbund makes a natural waistline. Shown here in printed cotton, but wonderful, too, in silks, taffetas, linens, and failles. Size 16 requires 4½ yards of 35-inch material without nap (add ½ yard for matching plaids). Advance Pattern 5812, sizes 12 to 18. Price 35 cents.

Send order and cash to Pattern Department, American Fruit Grower, Willoughby, Ohio. Be sure to specify size, print name and address clearly.



5812

# American Fruit Grower

## • Fruit for Health •

RICHARD T. MEISTER, *Editor*  
H. B. TUKEY, *Associate Editor*

## Research Committee Findings Must Not Be Allowed to Stagnate

REAL service is being rendered by the R. & M. A. research advisory committee on deciduous fruit and tree nut problems under the chairmanship of Elon J. Gilbert of Yakima, Wash., with Dr. Roy Magruder of the USDA as executive secretary. Other members of the committee are William Applebaum, D. R. Bailey, Dr. J. Harold Clarke, Harry C. Dunlap, M. E. Knouse, Grant Merrill, Henry W. Miller, Jr., J. B. Miller, Jr., Walter A. Reich, A. J. Rogers, Dr. Alfred G. Smith, W. C. Tesche, and Roy A. Ward.

The committee report of the meeting held February 4-6, 1952, makes good reading and shows common sense, leadership, and proper perspective. It merits more than being filed and laid aside. It deserves careful consideration by all state and federal agencies.

When the Research and Marketing Act of 1946 was envisioned, emphasis

was placed on economics and marketing. In the clamor for some magic or panacea, the problems of the deciduous fruit and nut industry were turned over largely to those in the field of economics. They have done a magnificent job, but they could not solve all the problems alone. In fact, it is impossible to separate marketing from production, from utilization, and from other aspects of the industry. They are closely entwined.

It is good to read in the report that "production, utilization, and marketing should be considered on a par as regards priority."

Unfortunately the judgment and time of this able committee will be lost unless those who actually do the research work and those who direct the research work pay heed to the recommendations in this report and appropriate funds and utilize their energy and talents in the directions suggested.

## A Lesson from Potatoes

IF you have not already read the reprint from the Congressional Record of May 26, 1952, dealing with the discussion of potatoes by the Honorable Clifford G. McIntire of Maine in the House of Representatives, you should do so.

Besides being a sane, well-balanced, and constructive treatment, it carries with it some thoughts that will bear analysis by all those who deal with perishable products.

Says Mr. McIntire: "In my closing remarks, I want to say that it has been my experience in dealing with some of the men in the OPS that they have been making an earnest effort to interpret and administer the law. I think we have a chance to look over this situation and the impact of this regulation on this particular industry and give it our careful consideration in any extension of the act."

"Probably we, as members of the Congress, have some responsibility inasmuch as provisions of the act did not prevent the OPS from getting into this kind of a situation in regard to perishable commodities. So let us accept our responsibility and make sure that when the Defense Produc-

tion Act comes up for consideration, eliminate the possibility of a repetition of the situation in the potato industry.

"I think that we should specifically exempt perishables. Our acreage declined when we needed acreage in the OPA days, and if we continue in this type of a control scheme, the result will be a ceiling price for potatoes over an empty potato bin."

## Fruit Production at a Glance

	Average 1941-50	USDA July 1, Est.	
		1951	1952
Thousand Bushels			
Apples	110,379	110,660	101,767
Eastern	46,502	52,788	45,274
Central	19,301	24,342	17,774
Western	44,576	33,530	38,719
Peaches	68,188	63,627	68,119
Cling., Calif.	19,506	24,544	22,210
Free., Calif.	11,193	11,334	11,084
Pears	30,306	30,028	29,722
Tons			
Apricots	228,740	183,200	174,800
Cherries	191,417	230,030	240,830
Sweet	92,434	71,790	100,300
Sour	98,983	158,240	140,530
Plums	79,000	97,000	56,000
Prunes, (dry) Calif.	103,700	177,000	137,000
Grapes	2,907,710	3,385,800	2,934,000

## Fruit Talk

A continuous process has been developed by the **Western Regional Laboratory** and the **Canners League of California** for converting pear trimmings to dried pear pomace and pear molasses, which products have been used successfully in livestock feeding trials.

To emphasize the need for careful handling methods, the **USDA** says, "Any blow that will break an egg will bruise a sweet potato."

**Tarnished plant bugs** (*Lytus oblineatus*) fed on sugar containing radioactive phosphorus and then allowed to feed on plants, were found by **Flemion, Miller, and Weed** of the **Boyce Thompson Institute** to secrete radioactive phosphorus into the plant, indicating that the injury from these insects may be due to some toxic substance secreted rather than to withdrawal of food materials.

**Bensin in Alaska** finds that a light coating of black coal dust will increase soil temperature from two to four degrees to a depth of six inches in summer days and is a real aid in growing warm season crops in that region.

Over 10 per cent of the peach orchards in **Ohio** surveyed by **Beattie and Juddkins** showed deficiency of potassium in the foliage.

The pattern of solar radiation at **East Lansing, Mich.**, developed by **Crabb** during the last 25 years, shows a characteristic flat plateau from about April 25 to May 20—a critical time in plant growth and fruit set and perhaps responsible for some of the characteristic difficulties in Michigan. Undoubtedly other regions have similar peculiar weather conditions not yet identified but which may decidedly affect crop adaptation.

A new approach to diagnosing virus diseases in plants comes from **Lindner, Kirkpatrick, and Weeks**, showing that the ultraviolet absorption spectra of extracts from virus-diseased plants differed from that of extracts from healthy plants.

A dissatisfied apple customer writes, "Apparently the growers are more than satisfied with their product, and the failure of the consumer to buy that product seems to pretty well state the consumer's opinion!"

In a survey of retail produce departments, **Kohls and Mawby** of **Purdue University** have found that retailers often greatly underestimate their markups. Estimates of 25 to 30 per cent were actually 27 to 59 per cent!

**Muijsenberg** of **Wageningen, Holland**, has worked out a method whereby he can harvest ripe strawberries, under glass, any day of the year. The general principle is to apply a short day treatment at the proper time, followed by artificial illumination and artificial heating.

—H.B.T.

## Coming Next Month

- Plan Your Harvest for Increased Profits
- How Ed Kinne Made Cider a Profitable Side-line
- Improving Peach Sales
- California Bids for the Grape Juice Market
- How Sprays Affect Apple Quality

AMERICAN FRUIT GROWER



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This beautiful new Styline De Luxe 4-Door Sedan—like so many other Chevrolet body types—lists for less than any comparable model in its field! (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

**All the room and comfort you want!**

The new 1952 Chevrolet is a big and beautiful car in every way. Its solid and substantial Body by Fisher gives you all the hip-room, elbow-room and shoulder-room you need for real comfort.

It *rides* like a big car. Long trips are easy with new Quick-Reflex shock absorber action that cradles you over bumps, smooths the ride. And the big 58 $\frac{3}{4}$ " rear tread, widest in Chevrolet's field, gives you extra steadiness on the road.

Smoother engine performance is another thing that adds to your comfort. New engine mountings "screen out" vibration . . . make power so smooth you'd hardly know the engine's in the car.

With all its extra advantages, Chevrolet is economical to buy and own. Lowest-priced line in its field. Low upkeep cost. Traditionally higher resale value. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.



**Big, Wide Seats with Fine Upholstery**

Inside, your Chevrolet looks like the most costly cars. Interior trim as well as upholstery on the big, wide seats is color-matched to harmonize with exterior colors (De Luxe Sedans and Coupes).



**Widest Tread in its Field for Steady Riding**

Chevrolet's extra-wide rear tread gives road-hugging steadiness on the straightaway and curves. You enjoy, too, the handling ease of Center-Point Steering . . . reduces turning effort and road shock.



**New Softer, Smoother Knee-Action Ride**

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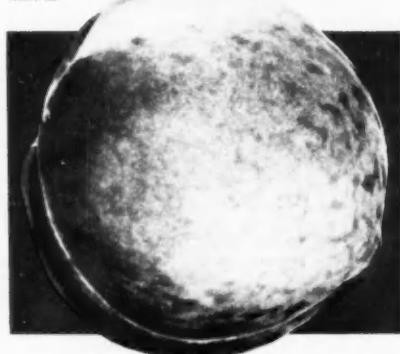


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2-Year Stark Delight Peach Tree in Garden of Claude Ator, Ill.



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Revolutionary Firm White-Fleshed Freestone

- Color. Creamy-white skin, overspread with carmine, is almost fuzzless. Thick, juicy flesh is Creamy-White with a Single Golden-Yellow Segment from skin to its free stone.
- Size. Giant size—many peaches weigh a pound each.
- Flavor. Delicious! Distinctive White-Fleshed Peach Flavor preferred by so many people.
- Ripening Season. Mid-Season—a few days after Elberta.
- Shipping Ability. Wonderful! The ONLY White-Fleshed Freestone Peach we know that will stay firm and juicy, retain its beauty and rich, refreshing, spicy flavor even after being shipped thousands of miles, or kept in a home refrigerator 3 or 4 weeks.
- Hardiness. Thrives in all peach-growing sections—North, Central, South.
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